5

10

WHAT IS CLAIMED IS:

A putter head assembly, comprising:

a putter body having a toe end, a heel end and a face surface that extends from said heel end toward said toe end, wherein said face surface has a loft angle configuration that varies between said heel end and said toe end;

a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said face surface.

- 2. The assembly according to Claim 1, wherein said face surface has a mid-line that extends along the center of said face surface between said heel end and said toe end.
- 3. The assembly according to Claim 2, wherein said face surface is twisted around said mid-line, thereby producing said loft angle configuration.
 - 4. The assembly according to Claim 3, wherein

said mid-line follows a curve having a radius of curvature between 54 inches and 90 inches.

- 5. The assembly according to Claim 2, wherein said non-metallic insert has a varying thickness along said mid-line and varies as a function of position along said mid-line.
- 6. The assembly according to Claim 3, wherein said loft angle configuration varies from a first loft angle proximate said heel end to a lesser second loft angle proximate said toe end.
- 7. The assembly according to Claim 6, wherein said positive loft angle is ten degrees.
- 8. The assembly according to Claim 3, wherein said non-metallic insert has a front surface that conforms to said loft angle configuration and an opposite rear surface that does not conform to said loft angle configuration.
 - 9. The assembly according to Claim 8, wherein said

rear surface is twisted in along a path dissimilar from said front surface.

10. The assembly according to Claim 8, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

11. A putter, comprising:

a shaft having a first end and a second end;

a handle grip coupled to said first end of said shaft;

a putter head coupled to said second end of said shaft, said putter head including a face surface having a toe end and a heel end, said face surface being symmetrically disposed around an imaginary mid-line that extends from said toe end to said heel end, wherein said face surface is twisted about said mid-line creating a loft angle configuration that varies between said toe end and said heel end;

a non-metallic insert disposed in at least a portion of said face surface, wherein said non-metallic insert conforms to the loft angle configuration of said

face surface.

- 12. The putter according to Claim 11, wherein said mid-line follows a curve having a radius of curvature between 54 inches and 90 inches.
- 13. The putter according to Claim 11, wherein said non-metallic insert has a front surface that conforms to said loft angle configuration and an opposite rear surface that does not conform to said loft angle configuration.
- 14. The putter according to Claim 13, wherein said rear surface is twisted in along a path dissimilar from said front surface.
- 15. The putter according to Claim 8, wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.
- 16. The putter according to Claim 11, wherein said non-metallic insert has a thickness that varies along said mid-line as a function of position on said mid-line.

15. A golf club striking surface comprising:

a contact face having a first end, a second end and an imaginary mid-line that runs down the center of said contact face between said first end and said second end, wherein said mid-line follows a curved path, having a predetermined radius of curvature, and said contact face is twisted around said mid-line;

an insert disposed within said contact face, wherein said non-metallic insert has a thickness along said mid-line that varies as a function of position on said mid-line.

- 16. The striking surface according to Claim 15, wherein said insert has a front surface that conforms to said contact face and an opposite rear surface that does not conform to said contact face.
- 17. The striking surface according to Claim 16, wherein said rear surface is twisted in along a path dissimilar from said front surface.
 - 18. The striking surface according to Claim 17,

wherein said rear surface has a plurality of sections and each of said sections has its own radius of curvature.

- 19. The striking surface according to Claim 16, wherein said rear surface follows different curves in different sections, wherein each of said curves has a different origin of curvature.
- 20. The striking surface according to Claim 15, wherein said insert is fabricated from an elastomeric material having a "A" Shore value of between 90 and 95.